

**FDPIR Food Package Review Workgroup Meeting  
December 11-12, 2013  
Feedback received on the FDPIR Communication Products**

- Font size is too small (have an elderly person proof read the products)
- Not everyone liked the color scheme, but everyone seemed to like the blue. Less of the light beige colors and more of the blue background throughout products
- Suggest having more “green” through the products to emphasize growth
- “FDPIR” is too light on the brochure cover
- Add a photo of a family (possibly the one on the banner in the warehouse) on the brochure cover
- Show children and multi-generational families
- When showing food photos, show more fresh, seasonal and meats. The grains, flour and pasta are not as needed
- Change “Low Income” to “Income Eligible” (this change needs approval)
- Keep at least one photo with the cans to show canned options and possibly show canned foods poured out of cans as its more appealing (ex: corn)
- Add the MyPlate graphic/icon
- Remove the photo shoot photo of the non-brand food package items
- Show a food package
- Possibly incorporate HEI (added text would need to go through editorial clearance and approval process)
- Add the MyPlate website (currently missing)
- Replace the Let’s Move link with the Let’s Move in Indian Country link
- Ensure the photos do not look “grainy” on the real products
- Remove the bare shelf space on the photo in the brochure inside left
- Add some tribal pattern to the brochure front cover, similar to the triangles inside
- Ensure the brochure is representative of different distribution types – not so strongly focused on the store (warehouse, tailgate, home delivery)
- Question on language used – “American Indian” or “Native American”
- Add space for local contact information, suggested with the eligibility section, possibly with “Additional FDPIR Information”
- Back cover of brochure, add more color, including the blue background
- Confirm brochure is on 8.5x11 paper to increase the size
- Templates – can the background colors be changed or only the photos?
- Mountain Plains Region has nice photos of summer camp children/teens to share with FDD ( Signed waivers are also available for the pictures)
- Do not rush to produce a less than desired product
- Will there be a way to order additional materials, or will Tribes need to do this on their own?